



Danville City Council Priorities

Danville currently finds itself in the same situation as other old, isolated industrial cities that have lost their legacy industries. Danville must do what is necessary to recover from its economic, employment, and population losses and transform its economy to a more sustainable, diverse, future-oriented one. To do so will require that Danville once again become both a place of economic opportunity and an attractive, desirable place in which to live.

The Danville City Council is committed to lead the community through this transformation. Council has accordingly identified and ranked eight priority areas to focus the efforts of the City Manager and staff on addressing these issues during the next few years. Included are transforming Danville's economy, ensuring public safety, providing effective and efficient municipal services, practicing good governance, reversing Danville's population decline, encouraging lifelong learning, celebrating Danville's diversity, and promoting the public's good health and wellness. This summary lists preliminary goals and objectives addressing these priorities. It will be refined as directed by City Council. Council authorized actions taken in addressing each priority depend on available resources.

1. Transform Danville's Economy -- Support business prosperity and growth sufficient to transform Danville's old tobacco and textile-based economic base to a more forward-focused, diversified economy that ensures current and future employment at good wages and enables community sustainability.

1.1. Recruit new businesses and industries to the area that will diversify the economy, increase overall average wage rates, and strengthen the tax base.

1.1.1. Undertake an effective economic development marketing program.

1.1.2. Identify, evaluate, and catalogue suitable developable property in Danville that can accommodate commercial and industrial uses.

1.1.3. Implement the industrial property purchase plan included in the capital improvements budget.

1.1.4. Work with Pittsylvania County on permitting, certification, and development of the Danville-Pittsylvania Regional Industrial Facility Authority's 3,500 acre Mega Park.

1.2. Revitalize Danville's River District.

1.2.1. Complete streetscape developments and special projects now underway in the River District.

1.2.2. Through the Industrial Development Authority, purchase key vacant and underutilized properties, repair them as needed, and resell them to qualified investors and businesses.

1.2.3. Determine unmet market demand in the River District for retail, service, and restaurant businesses and recruit new commercial firms that can best meet those needs.

1.2.4. Encourage private investment in the River District.

1.3. Support retention and expansion of existing businesses through visitation, regular contacts, and provision of needed assistance.

1.4. Work cooperatively with the Danville Public Schools, West Piedmont Workforce Investment Board, Danville Community College, Averett University, the Commonwealth, and other partners to sustain a well-trained workforce that is ready to supply the needs of expanding and newly recruited businesses.

1.5. Support effective regional intergovernmental economic development programs.

1.5.1. Sustain and build upon existing economic development initiatives with Pittsylvania County, the Danville-Pittsylvania Regional Industrial Facility Authority, Dan River Business Development Center, Danville-Pittsylvania Chamber of Commerce, Southern Virginia Regional Alliance, Danville Regional Foundation, Virginia Economic Development Partnership, and the Virginia Tobacco Indemnification and Community Revitalization Commission.

1.5.2. Explore economic development partnerships with neighboring North Carolina jurisdictions

1.6. Develop and implement a program to make Danville the most "business friendly" city in the Virginia-North Carolina region.

1.6.1. Make it easy to do business in Danville through a reasonable, predictable, effective, and efficient permitting process.

1.6.2. Within constraints posed by Virginia law, maximize purchase of goods and services from Danville businesses.

2. Ensure Public Safety -- Maintain a community that is safe, sound, and secure in both perception and reality.

- 2.1 Continue to keep the public informed about public safety through media releases, the City's internet website, public service announcements, and speaking engagements while seeking out and effectively using new communications methods.
- 2.2 Sustain partnerships with the Danville Public School District to maintain public safety in the schools and at school athletic events and increase awareness on the part of faculty, staff, students, and their families of measures that can be taken to keep everyone safe.
- 2.3 Continue and expand active roles in regional public safety.
- 2.4 Aggressively seek grant funding to support public safety programs and improve operational effectiveness and efficiency.
- 2.5 Provide a community free from the ravages and fear of crime.
 - 2.5.1 Maintain an effective multifaceted "community policing" effort that engages and works in partnership with the community in order to proactively deal with conditions that give rise to crime, social disorder, and fear of crime.
 - 2.5.1.1 Maintain the "Coalition for a Safe Danville" as a means of uniting community stakeholders, sharing information, developing strategies, engaging and informing the public, and undertaking coordinated, results-oriented crime prevention activities that will combat crime and earn public confidence that Danville is a safe community in which to live, visit, and conduct business.
 - 2.5.1.2 Expand effective crime prevention programs, including the "See Something Say Something," Neighborhood Watch, Business Watch, National Night Out, Crime Stoppers, and community meetings.
 - 2.5.2 Improve police intelligence gathering activities to support crime prevention efforts and the prosecution of offenders, including effective use of *Data-Driven Approaches to Crime and Traffic Safety* (DDACTS).
 - 2.5.3 Explore expanded use of civilian personnel in the Police Department.

- 2.6. Minimize human suffering and property damage caused by fires, accidents and sudden illness, hazardous material releases, or other disasters.
 - 2.6.1. Construct the new Lynn Street Fire Department Headquarters/Fire Station/9-1-1 Communications Center complex on schedule and within budget.
 - 2.6.2. Evaluate the cost-effectiveness of constructing a new fire station in the Westover/Riverside/Piedmont area and consolidation there of personnel, vehicles, and equipment from Westover and Piney Forest Fire Stations.
- 2.7. Maintain an effective 9-1-1 call receiving and public safety dispatch capability.
- 2.8. Eradicate devastating property blight, deterioration, decline, and abandonment that are undermining Danville's neighborhoods.
 - 2.8.1 Proactively enforce the City's property maintenance code, including effective response to public complaints and rigorous implementation of provisions relating to vacant and blighted structures, graffiti, accumulated trash, overgrowth and weeds, inoperative vehicles, right of way encroachment, hazardous trees, and automobile graveyards and junkyards.
 - 2.8.2 In order to promote compliance with health and safety standards and reduce substandard conditions in rental housing for low-income residents, continue the Rental Housing Inspection Program within the two existing northern and southern districts and create a third district in the Old West End.
 - 2.8.3 Implement the expand blight eradication program authorized in the FY 2014 Capital Improvements and Projects Plan.

3. Provide Effective & Efficient Municipal Services -- Effectively and efficiently provide municipal services and facilities necessary to ensure that Danville remains a pleasant, safe, and healthy community for its residents, visitors, businesses, and institutions.

- 3.1 Conduct a citizen survey to measure municipal service performance and quality ratings.
- 3.2 Maintain a management team building and training program to improve the ability of the organization's top, middle, and line managers to plan, organize, control, and lead municipal departments as effectively and efficiently as possible.

- 3.3 Implement a pay-for-performance system that effectively links employee compensation to job performance.
- 3.4 Implement a comprehensive Customer Service Program that sets employee expectations and provides necessary tools and training to deliver outstanding customer service and holds them accountable for so doing.
- 3.5 Produce a written Annual Report summarizing the City's accomplishments in effectively and efficiently providing municipal services and facilities.

4. Practice Good Governance -- Provide policy guidance developed in a way that is participatory, consensus-oriented, effective and efficient, accountable, transparent, and consistent with applicable laws.

- 4.1 Endorse a budget preparation process and be involved early on to ensure that City Council has appropriate high-level input into budget development.
- 4.2 Improve City Council meeting procedures to provide more information to citizens in attendance and those viewing by television to enable them to better follow and understand Council's decision-making process.
- 4.3 Expand opportunities beyond attendance at public hearings for public participation in decision-making.

5. Reverse Danville's Population Decline -- Reestablish Danville's status as the region's community of opportunity and its community of choice.

- 5.1 Develop a formal marketing plan to promote Danville to perspective residents and businesses.
- 5.2 Sustain a positive image of Danville among its own residents, as well as those in other communities.
 - 5.2.1 Establish a task force involving groups, businesses, and citizens to address negative perceptions of Danville held by the community and targeted external audiences and to develop a strategic plan for improving Danville's image.
 - 5.2.2 Pursue attainment state and national awards that would draw positive attention to Danville.
- 5.3. Ensure that all of Danville's neighborhoods are attractive, desirable places to live to ensure that newcomers choose to live in the City.

6. Encourage Lifelong Learning -- Enable productive lifelong learning for Danville's residents.

- 6.1 Support the Danville Public School District, Danville Community College, Averett University, Institute for Advanced Learning and Research, and West Piedmont Workforce Investment Board in emphasizing the importance of academic achievement, work skills development, and lifelong learning in Danville.
- 6.2 Regularly meet with the Danville School Board and administration to maintain a good understanding of public education system operations and budget requirements.
- 6.3 Provide access to lifelong learning opportunities through the collections, programs, and services of the Danville Public Library, classes and events provided by the Department of Parks, Recreation, and Tourism, and nDanville telecommunications services.
- 6.4 Support cost-effective training of municipal employees through training provided by professional organizations and associations, the City of Danville University, and the tuition reimbursement program.

7. Celebrate Danville's Diversity -- Ensure that all citizens of Danville live in a welcoming community undivided by barriers of race, ethnicity, or national origin.

- 7.1 Involve, respect, and give equal treatment to all in our organization and in the community, neither discriminating, nor tolerating discrimination in the conduct of municipal government affairs.
- 7.2 Establish partnerships with community organizations to deal with actual and perceived instances of racial discrimination and inequity and to improve race relations in Danville.
- 7.3 Initiate programs and events to create opportunities for positive interracial dialogue and interaction.
- 7.4 Ensure that municipal programs and services address the needs of a diverse population and provide equitable benefits to all residents.
- 7.5 Use creative, innovative, and proactive means to promote the equitable recruitment of minorities into the municipal workforce in order to ensure that it is representative of the diversity of Danville. Similarly, endeavor to reflect Danville's diversity in the composition of City Council appointed boards and commissions.

8. Promote Danville's Good Health & Wellness – Support a healthy and active community.

- 8.1 Develop and implement local policies and actions to address health and the broad range of factors that influence health, including transportation and public transit; roads, sidewalks, and bicycle lands; parks and trails; land use; housing; and urban planning; and recreation and cultural activities. Through these efforts, seek to create physical and social environments that make it easier for individuals to take responsibility for their own good health and wellness.
- 8.2 Work with the schools and community nonprofits to develop and implement activities that promote good health and wellness.

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